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KNOWLEDGE-BASED INTEGRATED SUSTAINABLE AGRICULTURE AND NUTRITION (KISAN) PROJECT

Year I Annual Work Plan: February 14, 2013 – June 30, 2013

June 2013

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DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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ACRONYMS

AFN	Antenna Foundation Nepal
AFSP	Agriculture and Food Security Project
CEAPRED	Center for Environmental and Agricultural Policy, Research, Extension and Development
CIMMYT	International Maize and Wheat Improvement Center
COP	Chief of Party
COR	Contracting Office Representative
CSISA	Cereal Systems Initiative for South Asia
DADO	District Agriculture Development Office
DANCC	District Agriculture and Nutrition Coordination Committee
DEPROSC	Development Project Service Center
EIG	Education for Income Generation
F&A	Finance and Accounting
FCHV	Female Community Health Volunteer
FTF	Feed the Future
FWDR	Far-Western Development Region
GESI	Gender Equity and Social Inclusion
GON	Government of Nepal
HH	Households
HMRP	Hill Maize Research Project
HQ	Headquarter
IPM IL	Integrated Pest Management Innovation Laboratory
IR	Intermediate Results
KISAN	Knowledge-based Integrated Sustainable Agriculture and Nutrition
LSP	Local Service Providers
M&E	Monitoring and Evaluation
MOAD	Ministry of Agriculture Development

MOHP	Ministry of Health and Population
MPC	Marketing and Planning Committees
MSNPA	Multi-Sectorial Nutrition Plan of Action
MUS	Mid-Western Development Region
NPAC	National Project Advisory Committee
NEAT	Nepal Economic Growth, Agriculture, and Trade Project
NEWAH	Nepal Water for Health
NGO	Non-Governmental Organization
NPCS	Nutrition Promotion and Consultancy Services
NTFP	Non-Timber Forest Products
SUB-IR	Sub-Intermediate Results
TOR	Terms of Reference
TOT	Training of Trainers
USAID/NEPAL	United States Agency for International Development/Nepal
USG	United States Government
VDC	Village Development Committee
WDR	Western Development Region
WI	Winrock International
YI	Year I
Y2	Year 2

I. INTRODUCTION

Winrock International received a contract from the United States Agency for International Development in Nepal (USAID/Nepal) for the Knowledge-based Integrated Sustainable Agriculture and Nutrition (KISAN) Project. This project is part of the Feed the Future (FTF) Initiative and is the flagship food security project of USAID/Nepal. The Project's overall goal is to sustainably reduce poverty and hunger in Nepal by achieving inclusive growth in the agriculture sector, increasing the incomes of farm families, and improving nutritional status, especially of women and children. The project is implemented in collaboration with five Nepali organizations as subcontractors: Antenna Foundation Nepal (AFN); Development Project Service Center (DEPROSC); Center for Environmental and Agricultural Policy, Research, Extension and Development (CEAPRED); Nutrition Promotion and Consultancy Services (NPCS); and Nepal Water for Health (NEWAH).

This multifaceted project will integrate agriculture and nutrition in order to increase agricultural production and improve the nutritional status of women and children under the age of five. Over the five-month Year I period, from February 14, 2013 to June 30, 2013, KISAN will concentrate on the project start-up tasks including office lease, staff hiring, contract deliverable documentation, and planning processes. Field staff will conduct a number of preparatory interactions with the Government of Nepal (GON) and private sector counterparts at regional and district levels in preparation for project activities. KISAN will continue activity planning for the entire Year 2 (Y2) period, and begin outcome-focused field level activities in the ten mid-west districts by September 2013. During Y2 (July 1, 2013 to June 30, 2014), KISAN will work in ten districts in the Bheri and Rapti zones of the Mid-Western Development Region (MWDR) and add the six districts in the Far-Western Development Region (FWDR) and four districts in the Western Development Region (WDR) by February 2014.

During Year I, KISAN will begin work to implement KISAN in ten districts in the Bheri and Rapti Zones of the Mid-Western Development Region. This multifaceted project will integrate agriculture and nutrition in order to increase agricultural production and improve the nutritional status of women and children under the age of five.

USAID's Feed the Future Initiative has three primary and integrated components which focus on:

Component A: Agricultural productivity;

Component B: Improved Nutrition; and

Component C: Skills development (literacy, numeracy, and business/ entrepreneurial skills)

KISAN will be responsible for Components A and B, and will achieve seven major outcomes:

Outcome 1: Farmers receive improved and increased agriculture inputs.

Outcome 2: Improved capacity of agriculture extension workers, service providers, farmers, health workers, caregivers, and health volunteers.

Outcome 3: Improved and sustainable agriculture production and post-harvest technologies and practices adopted at the farm level.

Outcome 4: Improved market efficiency.

Outcome 5: Increased capacity of GON and Nepali organizations for agriculture-related technology identification and dissemination.

Outcome 6: Improved knowledge and behavior on agricultural, nutrition, hygiene, and sanitation practices

Outcome 7: Improved access to water and sanitation facilities.

As per the contract (Section C.4.8.6), Winrock is required to develop and submit an Annual Work Plan to the USAID/Nepal Contract Office Representative (COR). The Work Plan describes the activities to be conducted from February 14, until June 30, 2013. USAID requested Winrock to follow the GON calendar in June of 2013 so this time frame constitutes YI of the KISAN Project. The Work Plan provides an overview of the project and its performance objectives strategy towards reaching the contract objectives, critical assumptions, the strategy to address Gender Equity and Social Inclusion (GESI) related issues, and detailed information about specific activities that will be conducted to achieve the performance objectives. Given that YI was only five months long, the activities presented are operational and administrative plans and activities. Future work plans will include activities that contribute to performance objectives 1 (Component A) and 2 (Component B); and discussion of how KISAN will collaborate with other contractors. In future work plans, activities are organized by Performance Objectives, Intermediate Results (IRs), and Sub-Intermediate Results (Sub-IRs) to clearly demonstrate how they contribute towards achieving contract objectives. For each activity, the work plan provides a brief description of the activity, benchmarks, required resources, cost estimates, expected time frame (beginning and end dates), as well as any critical assumptions.

The Work Plan includes several annexes that supplement this work plan and specific deliverables requested by the contract. Annex I is a list of upcoming events; Annex II is the Work Plan in tabular form; Annex III is the project Procurement Plan; Annex IV is the Outreach and Communications Plan, including the Branding and Marking Plan; and Annex V is the Environmental Mitigation and Management Plan.

II. OBJECTIVES AND ACTIVITIES CONTRIBUTE TOWARDS ACHIEVING CONTRACT OBJECTIVES

The overall goal of the KISAN project is to sustainably reduce poverty and hunger in Nepal by achieving inclusive growth in the agriculture sector, increasing the incomes of farm families, and improving nutritional status, especially of women and children. USAID/Nepal will implement the project over a five-year period through an integrated, whole-of-government approach that includes strategic agriculture and nutrition investments supporting contributions in cross-cutting areas.

The KISAN project has two primary and integrated components with specific objectives: improved agricultural productivity (Component A), and improved nutrition and hygiene awareness and service delivery (Component B). Winrock will be responsible for implementing Components A and B. Component A directly contributes to one of USAID's first level objectives for all Feed the Future programming, which is inclusive agriculture sector growth, while Component B contributes to improved nutritional status of women and children.

In order to achieve inclusive agriculture sector growth (Component A), KISAN will achieve two intermediate results (IRs): Improved agricultural productivity; and increased agricultural value chain productivity leading to greater on- and off-farm jobs. To achieve these IRs, KISAN will build the capacity of Change Agents (farmers, extension agents, agribusiness representatives, etc..) to train farmers in improved agriculture and high value vegetable production based on agro-ecological conditions and market demand. KISAN will conduct a subsector analysis and identify groups of smallholders (production pockets), matching product demand with production capabilities.

To improve productivity, KISAN will increase access to high-quality agricultural inputs (Sub-IR 1.1; Outcome 1) including water, seed, credit, and other items. KISAN will increase access to water for irrigation and other domestic uses through a multiple use water services (MUS) approach. The project will increase the availability, quality and quantity of high-yielding and drought- and disease-resistant seeds through private sector contract community-based seed production, and such other methods it deems appropriate. For the most remote households, KISAN will promote seed production, livestock (i.e. goats, etc.), and other less perishable commodities to sustainably increase incomes. In collaboration with the Component C contractor, KISAN will increase farmers' understanding of how to access and utilize credit, and will, under Component A, increase the availability of microcredit in target districts.

To build the capacity of Change Agents (Sub-IR 1.2; Outcome 2), KISAN will employ a training-of-trainers (TOT) approach through which staff will equip extension agents, health workers, NGO staff, lead farmers, and local service providers (LSPs) with the training and resources required to train farmers and beneficiaries on improved agricultural practices. Trainings will focus on production of high-value vegetables for market sale and nutrient-rich agricultural products which can be consumed within the

household to improve nutrition. Through these trainings, KISAN will introduce improved sustainable agriculture practices, as well as, techniques for cereal crop intensification, improved post-harvest technologies and strategies to reduce vulnerability to climate change. The introduction of preservation and storage technologies will reduce post-harvest losses (Sub-IR 1.3; Outcome 3).

KISAN will establish and strengthen Marketing and Planning Committees (MPCs) and coordinate with farmers' groups to establish market collection centers within their pocket area where they can sell their produce, purchase inputs, and use productivity-enhancing technologies. To ensure that gains in productivity are sustainable and result in increased incomes, KISAN will promote market-led agriculture leading to increased on- and off-farm jobs. MPCs supported by KISAN will include smallholders, output traders/wholesalers, and DADO representatives. MPCs will play a crucial role in organizing and managing collection centers and facilitating a greater volume of aggregate sales to private sector buyers (Sub-IR 2.1; Outcome 4).

KISAN will build the capacity of local organizations (Sub-IR 2.2; Output 5), government organizations, as well as, non-governmental organizations to ensure they assume ownership for and carry on implementation of activities introduced by the project to promote inclusive agriculture sector growth. Grants will support relevant research, and interested organizations will gain the financial and programmatic skills required to contract directly with USAID/Nepal.

KISAN activities under Component B will improve access to diverse and quality foods and improved nutritional behaviors through two Sub-IRs: Improved knowledge and behavior on nutrition, hygiene, and sanitation practices (Sub-IR 3.1; Output 6); and increased access to water and sanitation facilities (Sub-IR 3.2; Output 7). To achieve the results, KISAN will utilize innovative partnership mechanisms mobilized through national and district-level committees. As a result, production and consumption of nutritious foods will increase, and hygiene and access to safe water will improve. All activities will support the GON's Multi-Sectoral Nutrition Plan of Action (MSNPA) and its objective to improve cross-sector coordination and establish a "nutritional architecture," coordinating household (HH-) level interventions in districts where KISAN and the MSNPA overlap.

Across both Components A and B, KISAN will work through local government, extension agents, and local NGOs to increase the capacity of Nepali institutions and organizations. KISAN will also use community-based approaches to engage and organize beneficiary households to enhance engagement of civil society in democracy and governance. Finally, the project relies on gender and social inclusion as a guiding principle in its design, so that in all phases of program management and implementation, special consideration will be taken to include men and women equally, and reach excluded and marginalized populations to extend project benefits to all populations in KISAN districts.

III. CRITICAL ASSUMPTIONS

Success of the KISAN project is based on several underlying assumptions. A summary of the primary critical assumptions to the successful implementation of the project activities are as follow:

Other Feed the Future Components are successful. KISAN is one part of a larger set of interrelated USAID investments to address food security in Nepal. KISAN assumes that the FTF programs developing technical inputs will be successful. A key contributor to KISAN is an integrated literacy and resilient livelihoods program where beneficiaries will become oriented towards semi-commercial agriculture and learn basic entrepreneurial skills. This component will introduce individuals to basic concepts about agriculture, nutrition, and entrepreneurship that will be reinforced during the Component A and B trainings and activities.

The Government of Nepal (GON). Many of the KISAN activities are to be conducted in collaboration with and with funds from the GON. At the most senior levels, KISAN needs the buy-in of the Ministry of Agriculture Development (MOAD) so they will request their field based staff (Regional, District and VDC level) to work with and support KISAN activities. GON is implementing a number of related agriculture programs in the FTF area; to be successful those programs need to cooperate with KISAN in a timely manner.

VDC allocation according to KISAN selection criteria and priority listing. At the district level DADO/DADC must endorse KISAN VDCs. However, we are finding that GON also has priorities to work in the same VDCs.

Alignment with the Agriculture Food Security (AFSP) Project. KISAN and the AFSP are now required to align closely and prevent duplication of activities in the VDCs in the districts where the two projects overlap. Local committees, including the district and VDC GON authorities, the KISAN and AFSP teams, will coordinate to demarcate VDCs by August 2013. Because of this, there is a possibility that not all the VDCs allocated for KISAN activities will be ideal in terms of facilitating access to inputs and market accessibility.

On the other hand, the two teams continue to explore opportunities for leverage. KISAN does not have funds for infrastructure development and plans to seek to work closely with AFSP, the local governments (and the communities) to fund infrastructure such as water systems, latrines, and collection centers and other related activities.

The political situation is stable. KISAN will achieve the project results if there are no major political uprisings or natural disasters in the areas where we work.

Projects work in a coordinated fashion. Given KISAN's market based approach, it is important that other projects in the area (USAID/Nepal, GON, etc.) aren't promoting practices that undermine KISAN's objectives. In addition, other USAID funded programs linked to KISAN are willing to share their outcomes. For example, if another USAID/Nepal Project is accessing VDC funds and VDCs have no additional resources to contribute to water systems, then KISAN will have a problem meeting the targets.

Beneficiaries are interested in change. The project assumes that beneficiaries are interested in the changes that the project offers. Beneficiaries need to be interested in increasing incomes, growing their business, adopting hygienic practices, and growing and eating more nutritious foods. Targeted communities support changes to farming techniques and want to increase productivity.

Agriculture production is not significantly impacted by weather or climate change during project years. KISAN will achieve the project results if agricultural production is not significantly impacted by weather or climate change.

IV. STRATEGY TO ADDRESS GENDER EQUITY AND SOCIAL INCLUSION (GESI)

Winrock will build on its past experience in Nepal, where it has consistently met or surpassed targets for reaching women, Dalits, Janajatis, youth, internally displaced persons, the landless, and former combatants. Under USAID/Nepal Education for Income Generation (EIG), 100% of beneficiaries came from marginalized groups, Winrock will promote gender equity and social inclusion in the staffing, working with organizations to conduct GESI analysis to ensure all staff understand how cultural, historical, and economic issues affect individual and community access to information and resources. Staff will be sensitized to consider how to design project activities so that women, men, and the entire community members benefit and prosper from USAID's investments. During the first five months of the project a key focus will be to ensure we hire women and representatives from marginalized groups.

GESI integration in KISAN activities will be detailed in the subsequent year planning document, and will include but not be limited to:

- Prioritizing women, ethnic and religious minorities, and other disadvantaged groups
- Ensuring at least 30% of beneficiaries are female-headed households.
- Considering vulnerable individual, gender and social inclusion in all interventions and program cycle.

- Prioritizing participation of women and disadvantaged groups at all decision making levels (e.g. adequate representation of disadvantaged groups within trainers and inclusion of marginalized groups in cooperatives).
- Prioritizing farming equipment and techniques (e.g. smaller tractors, treadle pumps, etc.) and marketing approaches that are more female-friendly and contribute to empowerment.

V. EXPECTED ACTIVITIES TO BE UNDERTAKEN TO REACH ANNUAL OBJECTIVES

OPERATIONAL AND ADMINISTRATIVE PLANS AND ACTIVITIES

During the first year of project implementation the KISAN team will establish offices and administrative procedures. Administrative and coordination activities are described in the mobilization plan submitted in the proposal. Major activities are described below. Which describe the activity and what will be achieved (benchmark). The plan notes the resources required and the estimated costs. For Year I, the costs are based on actual expenditures made in establishing the offices in Kathmandu, Nepalgunj and in the districts.

Activity A.1 Establish Office Space. The first activity undertaken by the KISAN team will be to establish office space in Kathmandu, Nepalgunj (Regional), and in the YI districts.

A.1.1. Establish Kathmandu office. An office will be selected that is close to almost all of the project subcontractors. The office will require painting and modest remodeling.

Benchmark(s): Kathmandu office established.

Resources: Two weeks of KISAN Accountant's time; and painting and modeling cost.

Dates: February 14 – March 1, 2013

A.1.2. Select and establish Regional Office in Nepalgunj. The Nepalgunj office will serve as the KISAN Regional Office as well as the Banke District Office. The office will house the Regional Manager, Output 1, 3, 4, 6 and 7 Managers, Technical Experts, the Regional M&E Manager, the Change Agent Training Coordinator, the Banke District Coordinator, and other Banke District Staff. To support Nepalgunj-based personnel, KISAN will hire an accountant, two drivers, an office manager, receptionist/secretary, administrative assistant, peon/messenger, and security. The Regional office will be selected and set up in the first week of April, 2013. Key administrative staff will be hired to help furnish the building and ensure phone and internet connections.

Benchmark(s): Regional office secured and open.

Resources: One week of F&A Manager's time, and one week of Regional Office Managers time and travel expenses of F & A Manager.

Dates: March 25 – April 10, 2013

A.1.3 Select and establish District Offices. Winrock's Regional Staff will travel to Bardiya, Dang, and Salyan Districts and to identify offices for the KISAN District Offices to be managed by Winrock. They will work closely with representatives of CEAPRED, DEPROSC, NPCS and NEWAH Districts to establish their respective District Offices. Partners will procure or order the necessary furniture for their offices, and will spend time to identify candidates for local positions. Banke District staff will be based in the Regional Office. District Offices will accommodate the District Coordinator, Agriculture Program Officers, Component B Program Officers, and the Nepali Contractors Component C Program Officers as well as other staff budgeted to work at the district-level. District Offices (which may be a designated room) will have a sign with the project's name and the USAID logo.

Benchmark(s): 9 District Offices established.

Resources: WI, CEAPRED, NEWAH and NPCS staff time, funds for furniture, rent, and utilities.

Dates: May 10 – May 22, 2013 for Bardiya and Dang; May 23 – 25, 2013 for Salyan.

Activity A.2 Hire Personnel. Prior to the submission date of the first Annual Work Plan, a total of 42 staff have been approved by USAID and hired.

Name of Staff	Designation
William Collis	Chief of Party
Praveen Baidya	Business Contracts Director
Keshab Prasad Gautam	Finance and Administration Director
Binita Shrestha	Finance and Administration Officer
Mona Sharma	Public Private Partnership Manager
Amitendra Chaudhary	GIS Expert
Erin Hughes	Program Coordinator
Carolyn O'Donnell	M&E Specialist
Kevin Price	Operations Manager
Judy Vance	Administrative Assistant

Name of Staff	Designation
Jeff Apigian	Value Chain Expert
Ajaya Nanda Bajracharya	Agricultural Marketing Manager
Rabindra Das Patel	Change Agent Training Manager
Uttam Dhakal	Capacity Building and Training Manager
Hari Narayan Chaudhary	Accountant/Procurement Associate
Ashok Kumar Thakuri	Senior Driver
Dropati (Sabitri) Pant	Office Cleaner/Tea Person
Manoj Kumar Rai	Messenger/Office Assistant
Sanu Magarati	Receptionist/Administrative Assistant
Manohar Singh Sodi	Driver
Prakash Chandra Bhatt	Finance/Admin Officer (Regional Office Manager)
Khagendra Bahadur Thapa	Assistant Finance/Admin Officer
Om Prakash Tharu	Peon/Messenger
Zarin Amatya Pradhan	M&E Coordinator
Diwakar Dawadi	District Coordinator
Janardan Nepal	District Coordinator
Suniti Bajracharya	Executive Assistant / HR Assistant Officer
Upendra Pradhan	Consultant

Name of Staff	Designation
James Litsinger	Consultant
Nabaraj Neupane	Agriculture Project Officer
Raj Kumar Amatya	Business Development Service Officer
Praveen Singh	District Coordinator
Nirmal Aryal	Admin and Finance Manager
Virendra Upraity	Agriculture Production/Regional Manager
Ajaya Nanda Bajracharya	Sustainable Agriculture Production/ Senior Regional Manager
Harish Chandra Devkota	Agriculture Input Supply Manager
Purushottam P. Mainali	Agriculture Specialist/ Deputy Chief of Party – Agriculture Component
Kalpana Tiwari	Nutrition Expert
Deepak Bajracharya	Admin./Finance Officer
Sumi Maskey	Regional Program Officer-Nutrition
Chandra Thapa	WASH Manager
Umesh Pandey	Director
Santosh Kumar Basnet	Technical Division Manager
Himalaya Panthi	Social Development Manager
Krishna Mani Adhikary	Finance Manager

Name of Staff	Designation
Vrigu Rishi Duwadi	Head Office Short Term Expert
Maitrai Sharma	Cooperative and Savings Coordinator
Matrika Bhandari	Accountant
Amit Duwadi	Regional Finance Officer

KISAN has posted a notification in *Kanitpur* newspaper and is posting specific vacancies on jobsnepal.com. We expect to have all required personnel hired by the end of July 2013. Some staff are being hired from the USAID funded Nepal Economic Agriculture (NEAT) project which is ending June – August 2013. Year 2 staffing will take place starting in September 2013.

CEAPRED will be responsible for locating suitable candidates for Component A in each District. DEPROSC will identify and select personnel who will cover its micro-credit and irrigation responsibilities. NPCS and NEWAH share responsibility in terms of personnel for Category I districts; they will jointly interview and select the final candidates with Winrock Managers and Directors. On May 24, 2013, USAID verbally suggested that all Feed the Future Nepal KISAN Category I activities take place in non-AFSP districts, i.e., six terai districts (Kanchanpur, Kailali, Bardiya, Banke, Dang, Kapilvastu) and three western hill districts (Palpa, Gulmi, and Agakhanchi). In addition, during that same meeting USAID requested verbally (not in writing), that to maintain consistency with current MOHP policies that KISAN utilize MOHP's Female Community Health Volunteers (FCHV) as our nutrition extension agents. The FCHVs will be trained and selected to conduct Component B activities. The Component B expert and Nutrition and WASH managers will establish selection criteria for Component B assistants/mobilizers and volunteers to assist the FCHVs at VDC level. For all vacancies, preference for hiring will be given to women and other disadvantaged groups (Dalits, Janajanti, and ethnic minorities). KISAN is awaiting the written modification from USAID in order to move on Component B.

Benchmark(s): Administrative and program staff hired for YI districts.

Resources: Five weeks to find and interview staff.

Dates: February 14 – June 30, 2013.

Activity A.3 Sign Partner Subcontracts and Develop First Year Scopes of Work. Winrock has engaged five partner organizations to support implementation of KISAN and has developed subcontracts for each that include a four month terms of reference (TOR). During start up, Winrock will work with subcontractors to develop detailed TORs and budgets for YI activities. Winrock will amend their

contracts by July 2013 to include detailed YI TORs. Their YI subcontracts will be tied to detailed implementation plans.

Benchmark(s): Five, one-year subcontracts signed; five amendments signed.

Resources: Four weeks of Business Contracts Director, Home Office Project Coordinator, Awards Manager, and COP's time.

Dates: Subcontracts signed in April 2013; amendments signed in Y2.

Activity A.4 Procure Equipment. Winrock's home office staff will help the KISAN team develop a procurement plan and have traveled to Kathmandu to provide training, set up files, and help with the transfer and procurement of equipment. KISAN is receiving equipment from USAID/Nepal's EIG Project and the NEAT Project. As part of Forward, Winrock will teach each partner how to procure equipment per USAID FARS and AIDRS policies. The F&A Manager, F&A Officer, and Admin Assistant will work with the Winrock headquarters (HQ) procurement team to collect bids and develop a procurement plan to purchase computers, copiers, printers, office furniture, and other equipment. This list will be submitted for approval first to Winrock headquarters and then to USAID.

Benchmark(s): Procurement plan completed and equipment procured.

Resources: Travel of Procurement Officer to Kathmandu; Two weeks of F&A Manager, Officer and Assistant; one week of subcontractors' time.

Dates: February 15 – May 30, 2013.

Activity A.5 Form Advisory and Coordination Committees. KISAN will form Advisory Committees at the national level, and participate in district level committees to coordinate activities, facilitate project implementation, and leverage funds and to scale-up KISAN-promoted technologies.

A.5.1 Preparatory meetings to form the National Project Advisory Committee (NPAC). With the support of the MOAD, Winrock will establish a National Project Advisory Committee (NPAC) under the chairmanship of the Joint Secretary, Foreign Aid Coordination and Policy, MOAD. The committee includes representatives from key government agencies (including Ministry of Health and Population, Ministry of Agriculture Development, Ministry of Federal Affairs and Local Government; Ministry of Finance; AFSP; and USAID). The NPAC will meet semi-annually. In addition it will provide overall guidance to the KISAN project and leverage government and private sector resources for project activities. The role of the NPAC includes:

- Establishing district-level collaboration with government agencies, including establishment of a district-level alliance of implementing partners;
- Obtaining official recognition of KISAN for facilitating project operation;
- Facilitating public-private partnership across the project components to improve training programs so that they lead to positive outcomes and increased incomes;

- Liaising with KISAN to leverage partner resources for achieving the project objectives and for creating an enabling environment for skills enhancement, rural stability, income generation, and job creation.
- Taking part in joint monitoring visits.

Benchmark(s): Defined roles of the NPAC, and established enabling environment created for the formation of the NPAC in Y2.

Resources: The time of the Component Experts and other staff as needed to develop NPAC guidelines and to follow up meetings.

Dates: NPAC will be formed within July, 2013. The first formal committee meeting will be conducted by August, 2013.

Activity A.6 Plan Joint Project Inception Workshop with IPM-IL. KISAN will conduct a project inception workshop in Nepalgunj in late July to introduce working area and modalities, and present potential collaborative opportunities to relevant stakeholders. Representatives from relevant ministries and respective departments, including GON's MOAD and MOHP, are expected to attend along with other development stakeholders. Intensive planning is ongoing for this event.

Benchmark(s): Effective planning to develop productive agenda and program overview document for the event.

Resources: COP, Component leads, Communications Specialist and Admin Assistant.

Dates: Planning in June 2013 for July 2013 workshop.

Activity A.7 Plan Project Launch with Agriculture Food Security Program (AFSP). KISAN will plan and host the project launch events in collaboration with USAID/Nepal and GON in Kathmandu, tentatively in late July 2013. The Communications Specialist will be responsible for working with USAID/Nepal's Communications Director to plan and arrange logistics for the event. The press will be invited to the opening ceremony. Intensive planning is ongoing for this event.

Benchmark(s): Press releases; program overview document; fact sheet.

Resources: Two weeks of COP, Communications Specialist, and admin assistant.

Dates: Planning for Kathmandu launch in June 2013 for late July 2013 event.

Activity A.8 Coordinate KISAN Partner Activities. Coordinating the work, and ensuring partner success in carrying out the activities proposed, will be crucial to the success of the project. The COP will hold monthly meetings with the subcontractors, component managers (via phone), and the M&E coordinator to ensure collaboration and coordination in the field. All KISAN staff will be housed in the same premises at the central, regional, and district levels, enabling the environment for optimum coordination in all Component A and B activities.

Benchmark(s): Integration of agriculture and nutrition activities at the community level.

Resources: Three weeks of each component expert.

Dates: Ongoing.

Activity A.9 Coordinate with Government of Nepal (GON). Based on meetings with MOAD, USAID has stated that coordination with the GON is critical to the successful implementation of the program. USAID has further requested that KISAN consult with the MOAD and MOHP in the development of its Annual Work Plan. The COP and senior staff will meet with the relative ministries and departments to brief them on the project and request a Point of Contact be appointed for the project.

Benchmark(s): MOAD and MOHP as well as concerned Departments (initially with DOA and NARC) aware of, and engaged in KISAN.

Resources: Staff time to meet with GON staff.

Dates: Ongoing.

Activity A.10 Coordinate with Feed the Future (FTF) Support Activities. KISAN staff will meet with all key project leaders to brief them on KISAN, to learn about their projects and to identify ways to collaborate. The COP will meet with the team leaders for Cereal Systems Initiatives for South Asia (CSISA), Hill Maize Research Project (HMRP), Integrated Pest Management Innovation Laboratory (IPM IL), Suhaara, Health4Life and Sajhedaari projects). Once hired, field staff will be requested to meet with project counterparts in their districts to ensure collaboration.

Benchmark(s): Interaction meetings at central and district levels.

Resources: Travel time and staff time to attend training.

Dates: March – Ongoing.

Activity A.11 Develop KISAN Training packages. To reach a large number of beneficiaries, KISAN will train project staff, who will in turn provide training to *change agents* such as local service providers. Outcome Managers will work with the Outcome 2 Manager to review existing training curricula and materials and identify additional materials that need to be developed. They will design a training of trainers (TOT) program to provide training to Component A and Agriculture Technicians, and MUS Technicians. The training package will consist of a two-day KISAN orientation and will be required for all staff and cover project orientation, beneficiaries, project policies, ethics, etc. The remaining two days will include Component specific training. Training will involve cross discipline training so that health experts learn basic agriculture, and agriculture experts learn basic nutrition and WASH principles.

Benchmark(s): TOTs developed; training materials finalized.

Resources: Three weeks of each Output Manager and technical leads.

Dates: Training materials identified; training package development begun.

Activity A.12 Finalize Selection of Target VDCs and Project Beneficiaries. Will develop VDC selection criteria based on KISAN outputs for finalization in Y2 and to decide the final list of VDCs in coordination with the AFSP. For districts where the two projects overlap, the KISAN and AFSP teams will need to work in coordination with district coordination committees to demarcate VDCs in accordance to project VDC selection criteria. Coordination will begin for this activity.

Benchmark(s): VDC selection criteria developed.

Resources: Capacity building and training officer time.

Dates: April-June, 2013.

Activity A.13 Finalize Key Deliverables for USAID/Nepal. As described in the contract, Winrock will deliver key documents to USAID the first half of 2013. This Work Plan represents one of the deliverables. The Management Plan will be submitted March 31st, first Quarterly Performance Report April 30th, Monthly Reports by the last day of the month. The Life of Project Implementation Plan is due May 17th, and the Monitoring and Evaluation plan is due May 5th to USAID. A Communications and Outreach Plan, Procurement Plan, Environmental Mitigation and Management plan, along with a general description of the KISAN project Gender and Social Inclusion (GESI) strategy are submitted with this Annual Work Plan. The Grants under Contract Handbook and Database, and Security Report will be submitted by August 13th. Winrock will hold a team meeting in July for subcontractors to develop pieces of the next Work Plan that will be submitted to USAID/Nepal by August 30, 2013.

Benchmark(s): Monthly reports, Management Plan, Communications and Outreach Plan, M&E Plan, Implementation Plan, Quarterly Reports, Work Plan, and Annual Report submitted to USAID/Nepal.

Resources: Staff and partner time to develop the documents.

Dates: Throughout the year.

Activity A.14 Implement Branding and Marking Plan. Winrock and its subcontractors will adhere to the branding policy in the following way:

The USAID/Nepal logo will be used on:

- Press releases;
- Offices;
- Rooms (in cases where the project is only using a few rooms within a greater office);
- All deliverables to USAID/Nepal;
- At training sites and other events;
- Project vehicles;
- Public presentations; and
- Training material and/or other printed material;

The USAID Logo will not be used on

- Business cards; and
- Stationery

Winrock will work closely with the COR and sub-contractors to ensure the USAID logo is used properly in all cases.

Benchmark(s): Correct USAID project branding.

Resources: Decals for vehicles; signboards for offices.

Dates: Ongoing.

Activity A.15 Prepare the Environmental Mitigation and Monitoring Plan (EMMP). As part of KISAN's Initial Environmental Examination (IEE), the project will develop an evaluation of programs through a Pesticide Evaluation Report and Safe Use Action Plan (PERSUAP) that outlines currently used agrochemicals, or those that may be used in the future. Winrock will field pesticide expert Dr. James Litsinger to produce a PERSUAP that serves as an action plan to ensure safe and economic agrochemical use for activities supported by KISAN for cereal crop production (rice, maize, pulses) and high value agriculture including but not limited to, sweet peppers, cauliflower, tomatoes, green beans, apples, goats, poultry.

Benchmark(s): Present findings and action plans to USAID/Nepal, as well as, important public (such as the Pesticide Regulatory Body of the Government) and private stakeholders related to pesticide usage in Nepal.

Resources: Three weeks of consultant and staff time.

Dates: June–July, 2013.

Activities contributing to the Performance Objectives will be presented in the Y2 Work Plan

WORKPLAN ANNEX I – SCHEDULE OF ANTICIPATED ACTIVITIES

District	Major event (meeting, exhibition etc.)	What was a purpose/achievement	Date/Venue	Who(Participants)	Remarks
Kathmandu	1. MOAD	Official introduction of COP to MOAD. Meeting in regards to VDC Selection. With PC.	April 23, 2013	KISAN COP, Component A lead, Business Contract Director and MOAD.	
Kathmandu	2. MOHP	Official introduction of COP to MOHP.	June 18, 2013	KISAN COP, Component B, Business Contract Director and MOHP	
Kathmandu	3.KISAN Launch Program	Working with GON to improve food security and increase incomes in western, mid-western and far-western region.	July 23, 2013 at Hotel Radisson in Kathmandu About 100 participants	KISAN COP and Staff, Project Director of AFSP, MOAD Joint Secretaries, DG and DDGs of Agriculture, USAID's agriculture and health offices, bank and IT-company CEOs, and General Managers of major agri-businesses.	
Banke	4.KISAN Inception Program	To emphasize how the project will work closely with GON.	July 31,2013 at Kitchen Hut in Nepalgunj About 80 persons	KISAN COP and staff, Ministries, Regional Directors, District level, Development Partners	

Tasks and Activities	Partner Responsibility	YEAR ONE				
		Jan	Feb	Mar	April	May
Operational and Administrative Plans and Activities						
A.1 Establish Office Space	WI					
A.1.1 Establish Kathmandu Office	WI					
A.1.2 Select and establish Regional Office in Nepalgunj	WI					
A.1.3 Select and establish District Offices	WI, CEAPRED, NEWAH, NPCS					

A.12 Finalize Selection of Target VDCs and Project Beneficiaries		WI, CEAPRED, NEWAH, NPCS						
A.13 Finalize Key Deliverables for USAID/Nepal		WI						
A.13.1 KISAN Annual Workplan		WI						
A.13.2 Management Plan		WI						
A.13.3 Quarterly Performance Report		WI						
A.13.4 Monthly Reports		WI						
A.13.5 Life of Project Implementation Plan		WI						
A.13.6 Communications and Outreach Plan		WI						
A.13.7 Monitoring and Evaluation Plan		WI						
A.13.8 Implementation Plan		WI						
A.14 Implement Branding and Marking Plan		WI						
A.15 Prepare the Environmental Mitigation and Monitoring Plan (EMMP)		WI						

WORKPLAN ANNEX IV – OUTREACH AND COMMUNICATIONS PLAN



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NEPAL

June 2013

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KISAN COMMUNICATIONS AND OUTREACH PLAN

KNOWLEDGE-BASED INTEGRATED SUSTAINABLE AGRICULTURE AND
NUTRITION PROJECT (KISAN)

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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INTRODUCTION

As indicated in sections C.4.13 and C.4.18 in USAID's Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN) Contract, this Outreach and Communication Plan is submitted with the first Annual Work Plan. The Communications and Outreach Plan details how KISAN will communicate with USAID and its stakeholders to facilitate project deliverables, and ensure a positive public image of the program as a USAID initiative providing assistance from the American people. The purpose of this strategy is to facilitate project activities, outcomes and objectives by developing and maintaining a positive perception of all project activities across all stakeholders and beneficiary communities.

This will be carried out through processing, documentation, delivery and exchange of knowledge and information through information and knowledge management (IKM). Coordinated collection of key information will ensure systematic retention of USAID's institutional memory; this vital resource is anticipated to build on and augment the organizational capabilities of USAID and all project partners, enabling them to conduct project activities with improved efficiency, as well as serving as a foundation for similar activities in the future. Simultaneously, this will strengthen general perception of the project both among the American and Nepali public alike, fostering goodwill between partners, and respective public and stakeholders. Project visibility will be ensured across all KISAN components and output-based initiatives through the USAID standard branding strategy.

The plan is categorized as follows:

Part I Project Identity and Audiences includes a discussion of the project identity and the stakeholder analysis, identifies and groups the audiences, and presents a foundation for the communication strategies.

Part II Communications and Outreach strategy presents the strategy for how the KISAN project communicates within the KISAN team and partners; USAID; and keeps the government of Nepal informed.

Part III Output-based communications and outreach details communications and outreach that meet the objectives of the project where the primary objective is changing attitudes and behaviors.

The Annex includes the work plan for staff to follow, with details on communication tools and products, timing, and guidance for effective implementation.

PART I: PROJECT IDENTITY AND AUDIENCES

I.1 SINGLE PROJECT IDENTITY

The KISAN Project is part of the Feed the Future (FTF) initiative and is the flagship food security project of USAID/Nepal. The Project's overall goal is to sustainably reduce poverty and hunger in Nepal by achieving inclusive growth in the agriculture sector, increasing the incomes of farm families, and improving nutritional status, especially of women and children. The project will be implemented in 16-20 districts in mid-west and far-west, as well as possibly some west districts in Nepal by Winrock International together with 5 Nepali NGOs. The project consists of linked agriculture and nutrition-related activities carried out through Components A and B respectively. As requested by USAID, KISAN activities will be coordinated through GON's agriculture and health Ministries and Departments in accordance to output requirements. The KISAN partnership and stakeholder base is therefore very wide, encompassing national and international audiences. Although varied messages and channels for communication and outreach will be adopted, Winrock has developed a strategy to ensure the program is framed as a single program, encompassing all Components A, B, and C. The project will be identified simply as the KISAN project. This single program identity will be maintained in all project communication, outreach, branding, documentation, and during interaction with stakeholders.

I.2 AUDIENCES AND STAKEHOLDERS

Communication and outreach will target not only on external audiences (American and Nepali public; government of Nepal; other stakeholders; and local and national press), but also ensure internal communications within the project team (USAID, partners, project component managers, and staff). The audience groups will vary depending upon the communications objective, and will be identified for each communications campaign.

Target internal audiences and stakeholders include: KISAN staff; USAID; and partner organizations.

Target external audiences and stakeholders include: beneficiaries; the Government of Nepal; other FTF/USAID implementers; other development stakeholders; agribusinesses; and Nepali organizations.

While the communications team will manage formal communications, a considerable amount of informal communications is conducted through social gatherings, impromptu professional encounters, and off-program conversations at workshops and conferences. A clear understanding of the project's identity and mission will be fostered in all staff and partners through consistent use of standard messages.

I.3 COMMUNICATIONS STRATEGIES

Channels of communication will be established both to reach the varied audiences, and also to access feedback from them. This aspect is essential in order to periodically assess communications products and approaches to meet the project targets better. All modes of outreach and communication: annual work plans, all performance reports, case studies, as well as meetings and training programs will solicit stakeholder feedback. A variation of specific tools, channels, tactics, techniques, events and activities will be utilized as appropriate as illustrated in Figure 1 below. The strategy will consist of an integrated information and knowledge management framework (IKM) for systematic documentation and retrieval, together with communications activities.

KISAN Communications Strategy

- 1) Communications and Outreach:
 - Internal information sharing systems
 - External information sharing systems
- 2) Information and Knowledge Management:
 - Information products and channels of delivery and exchange
 - WI-KISAN M&E system
 - Improved documentation systems
 - Emergency response plan
- 3) Output-based Outreach:
 - Public/Beneficiary awareness campaigns
 - Improved knowledge and behavior on nutrition, hygiene, and sanitation practices

I.4 BRANDING AND MARKING

1.4.1 USAID identity in public communications and program materials

The name of the project for marking purposes is “USAID’s Knowledge-based Integrated Sustainable Agriculture and Nutrition Project” or “USAID KISAN Project”. Visibility of the funding agency will be ensured for literate as well as non-literate audiences by vocal as well as written acknowledgements to USAID as appropriate.

- Meetings, workshops and training programs will include verbal acknowledgements. Written media, reports; interviews; materials for trainings and events; curriculum/deliverables; banners at events (farmers’ field days, training graduations, events etc.); radio shows; training completion certificates; and marketing and other reports etc. will feature logos in compliance to branding standards.

- All the training materials and grants applications will be developed in accordance to USAID branding. The project will follow the Branding and Marking Plan and ADS Chapter 320: Branding and Marking and consistently incorporate the message “This assistance from USAID is made possible by the generous support of the American people”. The Nepali version of this branding will include the phrase 'to sustainably reduce hunger and poverty in Nepal', indicating that “This assistance from USAID is made possible by the generous support of the American people to sustainably reduce hunger and poverty in Nepal.” This will be visible in all communications and materials directed to beneficiaries.
- The Branding and Marking plan specifies that communications produced by the project will prominently display the USAID identity. The name of the contractor and sub-contractors, including Winrock, will be included as defined in the marking plan. There will not be a unique program logo.
- Any “public communications,” as defined in 22 C.F. R. 226.2, funded by USAID, in which the content has been approved by USAID, will contain the following disclaimer: “This study/report/audio-visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Winrock International and do not necessarily reflect the views of USAID or the United States Government.”

PART II: COMMUNICATIONS AND OUTREACH STRATEGY

The overall communications strategy will incorporate varied mechanisms for sharing of information internally between the KISAN team, USAID, partners, as well as externally between the project, beneficiaries and other public and private stakeholders.

2.1 INTERNAL

2.1.1 USAID/Nepal

Communication mechanisms between KISAN and USAID will include:

- **A quarterly calendar of public events** to be organized by the project including approximate date, location, and audience. The initial calendar will be submitted along with the communications plan, and subsequent calendars submitted every three months, 15 days before the quarter begins.
- **Performance reports** as required by the contract. These will begin with project initiation deliverable documents, monthly reports, success stories, oral briefings, regular quarterly performance reports, , and annual performance reports; as well as the project completion reports.
- **Documentation** with accompanying photographs. Stories are essential tools for communicating project achievements and progress. KISAN will set a goal to create at least three stories/case studies per quarter beginning with Year 2, including ideas for Frontline stories. The Communications Team will review the work plan and note specific milestones and achievements that will warrant a success story, and assign responsibility for producing it. Extensive guidance on success stories will be provided to KISAN staff, including an activity for the team building workshop that introduces the story concept to staff and provides motivation and guidance for creating stories from the field.
- **Clippings of press articles** that mention the project. KISAN will keep track of all features about the project in print and electronic media. These will be categorized and submitted to USAID together with quarterly performance reports.
- Support for **high-level visitors and USAID interactions at district levels**. KISAN will organize and coordinate high level visits and events associated with project activities as necessary for USAID and the U.S. Embassy.
- **Participation at associated USAID events** to ensure visibility of USAID support and to highlight project achievements. KISAN will participate in all USAID-associated agriculture, nutrition, or literacy events and highlight project achievements.

Communications for Compliance

KISAN will ensure we will comply with USAID's communications guidelines. This includes sharing:

- At least two copies of all public communications materials produced by the project.
- At least one electronic or one hard copy of all final documents to USAID's Development Experience Clearinghouse.
- Any press releases, media events, and media interviews to USAID for comments and suggestions before releasing them to the media or the public.
- All training materials and media engagement information (e.g., audio/visual, interview, public service announcements, talk shows, scripts, radio shows) at least two to three weeks prior to these events so USAID can provide input, including to check for compliance with USAID graphic standards and the approved Marking Plan.
- KISAN will share templates of banners, public documents with USAID prior to high level visits and events.

2.1.2 Within the KISAN team

There will be clear lines of communication between the contractor and USAID COR, as well as the various components and partners. Sharing of information between components and partners both horizontally and vertically will be ensured. Vertical communication within the project is critical to project implementation. Upward flow of information from partners to components will be enabled up the management levels of each component, as well as from field to central component level in the form of regular reporting and interactions. Information about project updates and successes will be channeled through interactions and documentation at various levels.

In addition to the defined vertical channels of communication, a uniform horizontal sharing of project information will be conducive to efficient implementation of the project. Information about inter as well as intra-component updates will be provided to all project staff through access to databases and web-based services; outreach material; meetings at various levels and locations; as well as essential templates and project material. Please see IKM section. Details of the flow of project information through partners, components, and staff are presented in the coordinated implementation plan.

All staff will be identified as KISAN staff regardless of their organizational affiliation within the KISAN partnership. Staff will be housed in the same office in Kathmandu, Nepalgunj or in the Districts and participate in regular staff meetings. Staff will report to their task-specific supervisor. Staff will also report to a Coordinator (Regional, District, or VDC Coordinator) that may be from another organization. The KISAN implementation strategy allows the activities in all components to lead towards the achievement of the overall project goals.

Intra-project Communication will include:

- Regular joint interaction between Component A and Component B staff at district level for overall project updates, in addition to monthly update meetings.
- Regular joint interaction between Component A and Component B staff in regional office for project coordination.
- Regular joint interaction between Component A and Component B leads and COP at central level for optimum project coordination.
- Weekly reporting of all field level deliverables/ activities to district level through interactions and telephone.
- Weekly reporting of all district level deliverables/ activities to regional level through interactions, telephone, and emails.
- Monthly reporting of all regional updates to central level through interactions, telephone, reports, and emails.
- Monthly joint staff meeting for overall project updates at central level.
- Information from the central down to district level will be mobilized along the same paths and points of contact. This can include fact sheets, newsletters, success stories, media clippings etc.
- Semi-annual team building events for all staff.

2.1.3 Between KISAN Partners

Regular sharing of information between KISAN partner organizations will be maintained at central management levels. Organizations will then coordinate with their respective KISAN staff to follow up on project progress.

Communications with KISAN Partner organizations will include:

- The COP will lead monthly partner management meetings. These meetings will alternate monthly between central and regional levels.
- Exchange of project information such as fact sheets, newsletters, success stories etc.

2.2 EXTERNAL

KISAN's communications strategy will facilitate project activities, outcomes and objectives with all stakeholders and beneficiary communities. The strategy will also develop and maintain a positive perception of all project activities across all stakeholders and beneficiary communities.

2.2.1 GON

KISAN will work in coordination with the both the Ministry of Agriculture Development, and the Ministry of Health and Population and their respective departments. Output-specific outreach and communication modalities are presented in Chapter 2. In general, channels of communication will be maintained with GON throughout project period through:

- Periodic updates by Component leads to respective government line agencies.
- Regular interaction in joint committees and advisory groups at central, regional, district levels, including participation in health/nutrition/sanitation and agriculture committees. See Chapter III.
- Updated project one-page fact sheet in English and Nepali to introduce and maintain project updates.
- Quarterly electronic newsletters to present relevant and current messages. The newsletter can provide further detail on events and successes presented in the bi-weekly brief, profile beneficiary firms and individuals, and include a calendar of events.

KISAN staff will annually solicit feedback from staff that use the outreach material and adjust content accordingly. They will review the most frequent audiences for the various forms of communication, determine their needs, and ensure that the material meets those needs. Annual updates will reflect progress toward goals and any adjustments in objectives or activities.

2.2.2 Beneficiaries

There is a separate set of communication channels and outreach mechanisms for project beneficiaries. This is presented in Chapter III.

In addition to the output specific two-way communication and outreach, communities and beneficiaries in the project area will also be able to access general information about the project through interactions with project facilitators and beneficiary households, training and promotional material, as well as features in print and electronic media.

2.2.3 Other USAID Initiatives

The KISAN contract requires the project to maintain a strong collaborative environment with other ongoing USAID projects, particularly the Nepal Feed the Future and Health Initiative projects. KISAN will maintain communications for exchange of technical information and backing from a range of FTF supported programs in Nepal and throughout the region. Primary means of communication will be:

- Regular COP coordination across Health Initiatives and Feed the Future projects through email and interactions.
- Monthly project coordination meetings with Health Initiatives and Feed the Future projects.
- Inter-project interaction through exchange of documents and participation at partner events.
- Cross-project coordination at various cross-cutting themes, including regular information communication technologies (ICT) and gender and social inclusion (GESI) coordination meetings.

2.2.4 Other Stakeholders

KISAN will seek to leverage support from GON and non-GON agriculture or nutrition programs operating in the region. These include coordination with the Agriculture and Food Security Project (AFSP), FTF and GHI projects among others. As requested by USAID, KISAN will be aligning closely with AFSP, this will require particularly close coordination and communication. Communication will be ensured through:

- Regular project coordination meetings at COP level.
- Participation in multi-sector working groups and committees as detailed in Chapter III.
- Inter-project interaction through exchange of documents and participation at respective events.
- Exchange of standard documentation such as fact sheets, and focused information through emails, interaction, and newsletters.

2.3 INFORMATION AND KNOWLEDGE MANAGEMENT FRAMEWORK

Knowledge and information management cut across all KISAN partnerships and activities in Components A, B and C. Output-specific activities in the components are not separate but are highly interlinked and interdependent in that they will collect and utilize an assortment of information continually in a wide loop of continual generation of knowledge and information, while maintaining interaction with all project stakeholders and beneficiaries. Component Experts will gather information, deliver it as project output (training manuals, curricula, and outreach material), use information to feed into further project design (as outreach activities), and then archive this information for retrieval as needed. Development of an integrated IKM framework will therefore be an integral part of the communications strategy as it will enable this exchange take place efficiently and effectively, both within specific components and in within the project overall.

USAID's previous initiatives have generated substantial information through the years. KISAN activities are expected to add to this wealth of knowledge. Institutionalizing information and knowledge management internally within the project is the first step in establishing an IKM framework. This would focus on the integration of IKM into component planning, as well as effective use of knowledge by the project with a view to improving outreach and impacts.

2.3.1 Communication Products

The Project will develop a wide range of materials, including research papers, awareness campaign materials, marketing and trading information, training manuals, reports and studies. KISAN will explore using both print as well as electronic media (web based and cell phone based) and radio to identify the best vehicles for awareness of project-related issues. Better channels of distribution will be explored, as will new methods of marketing. Messages will be developed from marketing and public relations perspectives and constantly examine ways of improving project profile by focusing on best achievements.

2.3.2 WI-KISAN M&E System

A web-based monitoring and evaluation system linked to all project offices from central to district levels will be developed. This online tool will be linked to all M&E indicators enabling deliverables to be tracked in real time. Authorized heads of offices at district and regional levels will update the system on an as-and-when-needed in accordance deliverables/tasks completed. The M&E specialist will maintain regular guidance for efficient system implementation, and flag discrepancies or lags in activity implementation as required. Assessment of updated information in the Web-Interactive M&E system will be conducted weekly in the initial months, leading to fortnightly till the completion of Year I, and then monthly. This resource will be a valuable tool to identify material for communications outputs such as case studies etc. Updated assessments generated from this system will be included in the quarterly performance reports to USAID.

2.3.3 Improved Documentation Systems

An online depository for KISAN staff and USAID points of contact will be developed to facilitate access to limited information and transfer of essential documents irrespective of file sizes. This space can be linked to the online M&E WI-KISAN system, and can be made accessible to authorized personnel. Content will be revised in tune with ongoing work in all components. The Intranet will be designed to facilitate team efficiency by enabling access to vital documents from anywhere. This will also promote a paperless environment to an extent. The intranet will contain a variety of material, both project documents as well as organizational forms for easy access, including:

- USAID branding standards
- Partner logos and information

- Emergency policies and plans, including staff contact list; staff photos
- Calendar of key events, deadlines, planning information
- Photo database; Contacts database; partner information, contacts, etc.
- Employee forms; and other standard USAID templates and resources as applicable
- Project reports, solution stories, etc. ; news stories and coverage; media contacts
- Training curricula and BCC material
- Relevant business plans; all project operations and implementation documents
- Computer troubleshooting tips and resources; How-to material
- Project line of contact/ phone numbers, etc. as required for emergencies
- Project presentations, general presentations

2.3.4 GIS-enabled Activities

The KISAN project will integrate use of geo-spatial system enabled outputs where-ever appropriate. These will include GIS integration during baseline activities, and mapping of project activities and beneficiary households for future reference.

2.3.5 Emergency Response Plan

Winrock will develop and adopt a KISAN emergency response plan that will be applied in all offices and districts. The plan will provide guidelines for lines of communication in times of emergency, including responding to the media. In the event of an emergency, all KISAN staff will refer to the emergency response plan.

PART III: OUTPUT-BASED COMMUNICATIONS AND OUTREACH

This section presents a framework for the communications and outreach activities designed to meet the objectives of the project under the project work plans. Outreach is essentially the outward loop from the project and partner organizations to the target audience. It serves the purpose of disseminating information gathered from projects to audiences through assorted means to create wider awareness of project issues. Outreach and focused communications mechanisms will be developed for all tasks within both components as required. Communications material such as manuals, newsletters and other material developed as project outputs will be extended and highlighted through outreach opportunities including:

- Development and dissemination of output-specific BCC
- Sector-specific GON coordination and planning committees
- Participation in agriculture and nutrition/sanitation related conferences and events such as - agriculture fairs, academic events, panel discussions, talk programs, and exhibitions
- Mobilizing print and electronic media such as developing project-related features in related publications

3.1 OUTPUT-SPECIFIC BEHAVIOR CHANGE COMMUNICATION

3.1.1 Public Awareness Campaigns

Creating public awareness among target beneficiaries as well as to wider audiences is a significant objective of the communications strategy and will contribute considerably to project goals. The communications team will work with the component leads, targeting marketing information and nutrition messages to precisely define audiences, messages, and channels for focused communications campaigns. Project staff will also work closely with VDCs to become committed to improved food security. VDCs will develop public awareness campaigns to promote understanding and action on behalf of the communities to eradicate malnutrition, and to work towards establishing defecation-free zones in their VDC. General focus of public awareness campaigns will involve:

Focused communications and outreach

Specific messages will be delivered to target groups through focused communications and outreach modalities and tools. KISAN will select communications tools appropriate for each campaign, according to the needs and habits of the audience, the scope of the activity, and the project budget. Antenna Foundation will be engaged to help with radio messages for market information, ENA and EHA messages.

This will include exploring potential to facilitate mobile phone based SMS-enabled communication with farmers about agriculture information, and with households about maternal and childhood nutrition and general sanitation. SMS will be sent to a selected number of at-risk beneficiaries, but the information sent in the messages will also be displayed in collection centers and health centers as well for access by wider audiences. National and local level public private partnerships will be established to ensure updated repository of information to send on to beneficiaries, and human resources to archive information, as well as to ensure that the correct information is relayed to correct parties. Information for this SMS-enabled system will include:

- Component A: Innovative agriculture techniques and inputs; weather information; specific cropping cycle reminders; market price information; mobile money opportunities for access to credit and remittance etc.
- Component B: Essential sanitation and hygiene information; public service announcements (PSAs) to encourage breast feeding; hand washing reminders; essential nutrition information for babies and children; importance of a diverse diet; To promote defecation-free zones, the project will initiate a public awareness campaign.

Promotional Materials

Promotional materials such as signboards and posters, counseling cards, and training manuals will support message dissemination, including the distribution of market information and behavior change communication.

- According to USAID guidelines for Component B, KISAN will adopt existing nutrition and sanitation training and promotional material developed by the GHI/Suaahara project for KISAN BCC activities.
- Component A promotional messages will be developed around identification of improved agricultural inputs and services, as well as marketing approaches and events.
- KISAN will explore developing agrovets to serve as agriculture information centers.

Demonstrations and Events

- To promote ENA+/EHA, KISAN will support school-based events for Global Hand Washing Day and National Sanitation Week, among others, through dramas, contests, and involving youth groups to raise awareness.
- KISAN will hold VDC level “health baby” contests and message delivery through community entertainment and events to promote improved health and nutrition behaviors.
- Health volunteers will conduct household visits according to key milestones in families’ lives such as weddings or rice feeding/weaning ceremonies.

Skills Transfer

Skills and knowledge transfer opportunities will be conducted for change agents, farmers, agricultural enterprise, and national, district, and village coordination committees throughout the project period in accordance to the annual work plans.

Village Demonstration Farms (VDF)

VDFs will be a vital vehicle for BCC. VDFs will be customized to local requirements, and are an important tool for promoting improved agricultural practices, understanding the nutritional value of local foods, and encourage year-round production of nutritionally-dense vegetables and animal source products. Demonstration sessions at VDFs will also be extended to provide information, illustration and advice on household food preparation, nutrition for children and pregnant and lactating mothers, specific information about food fortification and supplementation strategy, as well as good sanitation practices.

3.1.2 Improving knowledge and behavior on nutrition, hygiene and sanitation practices

Targeted BCC messaging will, as mentioned, be developed using the Suaahara materials to achieve Output 6 goals: Improved knowledge and behavior on nutrition, hygiene and sanitation practices. In addition, KISAN will mobilize partner Antenna Foundation to identify and develop communication interventions conducive to improving nutrition and sanitation practices tailored to project locations through radio and other mass media. These approaches will target specific beneficiaries (young women, mothers –in-law, husbands, caregivers etc.) through varied means. KISAN will adapt messages developed under Suaahara, for the targeted audiences considering the local culture and challenges. The Project will use different channels to delivery essential hygiene action and essential health actions and may include posters in tea shops, radio, SMS, targeted talks, recordings on buses and modules in the Component C literacy classes. These may be direct interactions with project beneficiaries; household members; agriculture and nutrition change agents at local levels; skills and knowledge transfer; stakeholder coordination; and electronic and print BCC campaigns.

Channels for delivery:

- Mobilizing GON sector-specific national and local networks in food security, agriculture, nutrition, and sanitation coordination and planning committees at local and national levels.
- Local Service Providers will promote and provide training on growing and raising nutrient rich foods through one-to-one and group interactions.
- Village Model Farms to demonstrate cultivation of nutrient-dense vegetables; production of poultry and other livestock; as social enterprises providing technical advice; proper handling and preparation of food; and basic sanitation issues. Key messages will be captured electronically, and relayed as audio-visuals. Farms will work through established channels such as the District Agriculture Development Offices (DADO) to disseminate key messages to wider audiences.
- GON's existing network of female community health volunteers (FCHVs) to disseminate nutrition and sanitation messages to the families. FCHVs will integrate these messages to beneficiary groups through household interactions with mothers, husbands, and mothers-in-law, and through group orientations and skills transfer events.
- Component A agriculture extension workers and other community members will also serve as vehicles to ensure understanding of ENA and EHA through one-to-one interactions and through CFUG, micro-credit, and related groups.
- Integrated BCC messages about diversified diets, nutritious food groups, and iodized salt; reinforce positive nutrition practices; to dissuade rapidly-increasing consumption of packaged snack foods on radio, TV, and in local print media.
- Region-specific listing of locally produced micronutrient-rich and nutrient-dense food groups or dissemination through posters and audio-visual messages.
- Campaigns for local sanitation improvement, and safe water and proper storage and handling of food in partnership with change agents and community organizations.
- Participation in local and national landmark campaigns such as Global Hand Washing Day, National Sanitation Week, and similar events at ward level.
- Key messages may be relayed through audio-visuals and electronic as well as print media as part of TV and radio shows, features in local newspapers, and as 'wall-papers' in clinics, markets, market collection centers, co-operatives, Mothers' Groups, places to collect water etc.
- Mobilize children as vehicles for EHA messages through EHA campaigns in schools for child-to-child promotion of EHA behaviors, and to encourage children to transfer these behaviors to parents and care-givers at home.

3.2 PRINT AND ELECTRONIC OUTREACH

KISAN's mass media community outreach awareness will reinforce and strengthen extension services both under Components A and B. All radio interviews, audiovisual, and electronic materials will include verbal acknowledgement that this project is made possible by USAID through the generous support of the American people. Some tools that will be used are:

Twitter, Facebook, and other social media: While social media is just emerging as a communications tool, experience around the world suggests that it may become a powerful tool here in Nepal as well. Twitter may be an emerging communications channel for reaching youth. As these social media tools evolve, KISAN will monitor their growth and relevance to KISAN work. Although KISAN will provide materials, such as photos, videos, and success stories for the USAID/Nepal Facebook page, it will not maintain a project specific social media presence.

Television/Short Film: Information about project achievements and events will be integrated into regular news and news magazine programs as appropriate. Other mechanisms can be:

- PSAs and advertising spots paid for through a public-private partnership. This may include opportunities for endorsement of appropriate products or behaviors, such as fortified foods or sanitation practices, on television shows and radio dramas.
- Popular television dramas. Through collaboration with director and producers, key agriculture, ENA, and EHA messages can be integrated into storylines of television dramas with national appeal.

Documentary/Audio-visual clips: Video documentaries will help to promote the visibility of KISAN activities and can be disseminated broadly. Brief audio-visual clips can also be developed to reinforce key agriculture, ENA+, and EHA messages. These messages can be tailored to local conditions and communities, and foster identification with fellow farmers or mothers. Once developed, these clips can be distributed online or offline as required.

Radio: Radio will help to develop KISAN behavior change communication on improved health and nutrition behaviors. KISAN will coordinate with national FM radio networks to integrate key messages through:

- Regular features and programs
- Special programs celebrating national and international days
- To further promote adoption of sustainable agriculture and post-harvest processes, KISAN will build the capacity of local radio journalists to develop radio shows in local languages on different

topics on agriculture and nutrition with change agents as guests and for call-in question and answer programs.

Media packets: KISAN's mass media community outreach awareness will reinforce and strengthen extension services under Components A and B. KISAN will prepare a folder with briefers, success stories, case studies, news reprints, and other relevant documents that can be assembled on demand. The documents will be prepared in Nepali and English languages.

Media Partnerships: A strong focus will be placed on building strong relationships with media networks. Local print and electronic media will be invited to appropriate events and to showcase different activities. KISAN will provide opportunities and guidance for all media to cover KISAN events and activities.

All efforts will be made to coordinate communication with the media through the COR or other appropriate USAID staff.

ANNEX A COMMUNICATIONS TASKS AND METHODS

Communications Vehicles	Audience	Purpose	Communications Channels	Timeline
Staff and team meetings	Project partners and team	Update staff across components and partnerships	Emails, meetings, point of contacts within components	Monthly
Databases including <ul style="list-style-type: none"> • Contacts • Photo databases 	Project partners and team	<ul style="list-style-type: none"> • Capture program images for various uses • Contacts and stakeholder database • Content management system for IKM 	Emails, meetings, staff surveys and point of contacts within components	Monthly
Events calendar	USAID/Stakeholders Partners	Highlight news and updates of the project	Emails and printouts	Quarterly
Press clippings	USAID/Nepal	Track KISAN features in national and international media	E-mail; social media channels; performance reports	Quarterly
Quarterly Newsletter	USAID/Stakeholders, Partners	To highlight news and updates of the project	Email and print	Quarterly
USAID quarterly performance reports	USAID/Nepal	Meet reporting requirements	Electronic Word document	Due 15th of the month following quarter end
Success stories <ul style="list-style-type: none"> • Testimonials • Documentaries • Fact Sheets • Project Publications 	USAID/Stakeholders Partners	Update USAID; maintain public interest in project activities	Include in newsletter, performance reports	Quarterly
Support for high-level visitors	USAID and GON visitors	Support USAID in sharing the agency's work to visitors	In-person	As needed

ANNEX A COMMUNICATIONS TASKS AND METHODS				
Communications Vehicles	Audience	Purpose	Communications Channels	Timeline
Participation in GON food security; agriculture; nutrition; and sanitation networks	GON and other stakeholders	Project visibility; explore leverage opportunities	Meetings; media coverage; performance reports	As needed
Output- specific BCC messages and interventions	Beneficiaries; wider public audiences	Foster behavior changes in targeted interventions	Radio, TV; print medial personal interactions	As needed
<ul style="list-style-type: none"> • Presentations at conferences; forums • Participation in multi-sector events as appropriate 	USAID and stakeholders	Establish cross-linkages/leverage opportunities between project and other development activities	Local and national events	As needed
Participation in local community events, and development exhibitions	Multi-stakeholders	Maintain project goodwill within region and leverage opportunities	Local and national events	As needed
Staff orientation package	Project partners and team	Maintain common understanding of project objectives and approach	Emails, print-outs	Annual/As needed
USAID-endorsed style sheets, templates, and document guidelines	Project partners and team	Standardized project-related documentation and branding in all materials	Emails, meetings, point of contacts within components	Annual
USAID annual progress reports	USAID	Meet reporting requirements	Electronic Word document	90 days after fourth quarter end
USAID final report	USAID	Meet reporting requirements	Electronic Word document	90 days after close of project

ANNEX B EVENTS CALENDAR FOR KISAN FROM JUNE 2013 THROUGH SEPTEMBER 2013

Date	Communication Event	Objective	USAID and Stakeholders Involvement	Location	Communication materials required (note documents requiring USAID approval)
June TBD	Initial food security, agriculture, nutrition, and sanitation National Advisory Committee Meeting	To introduce and integrate KISAN into national food security, agriculture, and nutrition networks	Winrock will coordinate	Kathmandu	Event agenda; project fact sheets
July 23	Project launch – National	Formally launch KISAN project at a joint event with AFSP	Hosted by GON together with USAID and World Bank.	Kathmandu	Event agenda; project fact sheets; press release
July 30	Inception Workshop	Introduce KISAN project activities to GON and other stakeholders, national and regional	Hosted by USAID; joint event with IDE's IPM CRSP. Participation by GON and other stakeholders	Nepalgunj	Event agenda; project fact sheets; press release
July – August TBD	Staff orientation	Orient all KISAN staff about KISAN objectives and goals	Winrock will coordinate	Nepalgunj and in Y1 districts	Agenda; training packages; training material

ANNEX C BRANDING STRATEGY AND MARKING PLAN

BRANDING IMPLEMENTATION PLAN

The branding strategy of the Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN) is designed to create a positive public image of the project as assistance from USAID, made possible by the generous support of the American people, to sustainably reduce hunger and poverty in Nepal. When we sign a contract with USAID, we agree to follow the branding policies established for acquisition awards under ADS Chapter 320. It is understood that USAID requires exclusive marking and branding under contracts. It is also understood that USAID expects this project to have high visibility. When developing project materials we agree to follow the design guidance provided in the USAID Graphic Standards Manual. The details on branding and marking policies for acquisition awards can be found on the main USAID Web site at: www.usaid.gov/branding.

Project materials will be marked using the standard USAID identity or Nepal sub-brand of the USAID identity. Per USAID branding policies for acquisition awards, Winrock International's logo and partner organizations' logos will not be used in marking project materials.

There is no intent at this time to request a waiver or an exception from marking requirements. However, if conditions during the project arise that justify such a request, it will be made in consultation with USAID.

POSITIONING

The name of this project is Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN).

The desired level of USAID's visibility for the project is high.

There will not be a unique program logo.

PROGRAM COMMUNICATIONS AND PUBLICITY

The communications, publicity and project materials developed by the Knowledge-based Integrated Sustainable Agriculture and Nutrition Project (KISAN) will clearly identify project activities as assistance from USAID made possible by the generous support of the American people to sustainably reduce hunger and poverty in Nepal.

- The target audiences for KISAN are vulnerable households (including female-headed households, with children under five) in 20 defined target districts. Secondary audiences include agribusinesses along the value chain (from national based companies to agrovets), Nepali organizations, and Government of Nepal counterparts.
- Communications and project materials including reports, training materials, newsletters, analysis documents, success stories, photo essays, signage, posters, banners, certificates, internship applications, grant applications, electronic materials, radio shows, and press releases will be marked with the USAID identity.
- The project will conduct outreach activities using radio and television programming and PSAs.
- The project will utilize signage and SMS messaging to distribute market information and behavior change communication.
- Project activities will include trainings for change agents, farmers, agricultural enterprise, and national, district, and village coordination committees. All training manuals, signage, banners, and other relevant materials will be marked with the USAID identity.
- The project will provide materials such as photos, videos, and success stories for the USAID/Nepal Facebook page but will not maintain a project specific social media presence.
- Each Winrock program office will have an emergency response plan in place. The plan will include guidelines for responding to the media. In the event of an emergency, Winrock staff will refer to the emergency response plan. All efforts will be made to coordinate communication with the media through the COTR or other appropriate USAID staff.
- Any “public communications,” as defined in 22 C.F.R. 226.2, funded by USAID, in which the content has been approved by USAID, will contain the following disclaimer: “This study/report/audio-visual/other information/media product (specify) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of Winrock International and do not necessarily reflect the views of USAID or the United States Government.”
- As specified in the standard provisions, Winrock International will provide the COR or other USAID personnel designated in the grant or cooperative agreement with two copies of all project and communications materials produced under the award. In addition, Winrock will submit one electronic or one hard copy of all final documents to USAID’s Development Experience Clearinghouse.

The main project message will convey that KISAN will, through a coordinated approach, promote a broad-based, sustainable improvement in smallholder incomes and nutritional status leading to reduced hunger and poverty in Nepal.

ACKNOWLEDGEMENTS

Acknowledgement of local, regional, and national government participation and community contributions is an important tool for encouraging and rewarding partnership with the project. Government's role and community contributions will be highlighted when appropriate; however, there is no intent to co-brand using host-country government logos.

MARKING PLAN

PUBLIC COMMUNICATIONS AND PROGRAM MATERIALS

Project publications, training materials, and communications that are intended for external use will be marked with the USAID Identity. Public communications that will visibly bear the USAID Identity include reports, training materials, newsletters, analysis documents, success stories, photo essays, signage, posters, banners, certificates, internship applications, grant applications, electronic materials, and press releases.

Email communications will be excluded from the logo requirements since graphics are not compatible with plain-text e-mail formats. However, the USAID Identity will be included in any electronic publications such as e-newsletters.

Materials used for procurement and administrative purposes will not include the USAID Identity.

Radio interviews and other audio materials, if any, will include verbal acknowledgement that this project is made possible by USAID through the generous support of the American people.

EQUIPMENT

Project computers and office equipment, and other items used in the administration of the project will not be marked with the USAID Identity. Equipment purchased for project implementation activities will be marked with the USAID Identity through signs, stickers, or other markings.

ANNEX D PROGRAM DELIVERABLES

Deliverable	Type of Marking; Placement	Performance Period
Branding Implementation Plan (project logo placement, branding plan guidelines/software templates and identity marking stencil for USAID/Nepal KISAN; USAID brand identity stickers and branded materials)	Defines for products, equipment, public communications, inputs or deliverables for high visibility	Year 1
Initial Work Plan, Monitoring and Evaluation Plan, Implementation Plan; Detailed Implementation Plans	USAID Identity on cover	Year 1
Newsletters and Other Project Marketing or Communications Materials	USAID Identity on cover or front page	Ongoing
Grant RFPs	USAID Identity on cover	Ongoing
Internship Applications	USAID Identity on cover	Ongoing
Banners at Workshops, Meetings, Conferences, Fairs, Media Events and Trainings	USAID Identity on banner	Multiple, regular, or one-time events throughout Years 1-5
Printed Market Information/Awareness or Behavior Change Communications Materials	USAID Identity on front page	Ongoing
Audio-Visual Information/Awareness or Behavior Change Communications Materials	USAID Identity on cover; verbal acknowledgement	Ongoing
Nutrition (ENA+ and EHA) Materials, Sanitation Campaign and Training Materials, WASH Materials	USAID Identity on sheets, and signs	Ongoing
Agriculture Demonstrations, Nutrition and Sanitation Demonstrations, Village Model Farms	USAID Identity on signboards	Ongoing

Deliverable	Type of Marking; Placement	Performance Period
SMS Market Information or Awareness Information	USAID Acknowledgement, unless limitations of the medium preclude doing so	Ongoing
Radio Awareness/Information Activities	Verbal acknowledgement of USAID	Multiple targeted campaigns over Years 1-5
Project Performance Reports (annual work plans, monthly reports, quarterly progress reports, annual reports, final report, consultant reports, and success stories)	USAID Identity on the cover	Monthly, quarterly, or annually, per requirements

WORKPLAN ANNEX V – ENVIRONMENTAL MITIGATION AND MANAGEMENT PLAN



USAID
FROM THE AMERICAN PEOPLE

NEPAL

**KNOWLEDGE-BASED INTEGRATED SUSTAINABLE AND NUTRITION
(KISAN) PROJECT -
Environmental Mitigation and Monitoring Plan (EMMP)**

KNOWLEDGE-BASED INTEGRATED SUSTAINABLE AGRICULTURE AND NUTRITION (KISAN) PROJECT ENVIRONMENTAL MITIGATION AND MONITORING PLAN (EMMP)

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

I. INTRODUCTION AND PROJECT DESCRIPTION

Winrock International received a contract from the United States Agency for International Development in Nepal (USAID/Nepal) for the Knowledge-Based Integrated Sustainable Agriculture and Nutrition (KISAN) Project. This project is part of the Feed the Future Initiative and is the flagship food security project of USAID/Nepal. The Project's overall goal is to sustainably reduce poverty and hunger in Nepal by achieving inclusive growth in the agriculture sector, increasing the incomes of farm families and improving nutritional status, especially of women and children. The project is implemented in collaboration with five Nepali organizations as subcontractors: Antenna Foundation Nepal; Development Project Service Center (DEPROSC); Center for Environmental and Agricultural Policy, Research, Extension and Development (CEAPRED); Nutrition Promotion and Consultancy Services (NPCS); and Nepal Water for Health (NEWAH).

The project will work in twenty districts of the west, -mid-west and far-west regions of Nepal. This multifaceted project will integrate agriculture and nutrition in order to increase agricultural production and improve the nutritional status of women, and children under the age of five.

USAID's Feed the Future Initiative has three primary and integrated components which focus on:

Component A: Agricultural productivity

Component B: Improved Nutrition

Component C: Skills development (literacy, numeracy, and business/entrepreneurial skills)

KISAN focuses on Components A and B, and will achieve 7 major outputs:

Output 1: Farmers receive improved and increased agricultural inputs

Output 2: Improved capacity of agriculture extension workers, service providers, and farmer

Output 3: Improved and sustainable agriculture production and post-harvest technologies and practices adopted at the farm level

Output 4: Improved Market Efficiency

Output 5: Increased capacity of GON and Nepali organizations

Output 6: Improved knowledge and behavior on nutrition, hygiene, and sanitation practices

Output 7: Improved access to water and sanitation facilities

As per the contract (Section H19), Winrock is required to submit an Environmental Mitigation and Monitoring Plan (EMMP) with the first work plan and update it in subsequent work plans. The KISAN EMMP describes how the contractor will, in specific terms, implement all IEE and/or EA conditions that apply to proposed project activities within the scope of the award. The EMMP includes monitoring the implementation of the conditions and their effectiveness.

II. ENVIRONMENTAL IMPACT POTENTIAL:

The April 2012 Initial Environmental Examination (IEE) for the USAID/Feed the Future program, under which KISAN falls, identified aspects of the program that have the potential for adverse impacts on the environment. These anticipated impacts primarily relate to the following areas:

Anticipated Impact Areas

Output	Activities
Output 1. Farmers receive training on improved practices leading to increased agriculture production.	Community-based seed production, marketing of quality hybrids, regional commercialization of high-quality seed and use of well-adapted seed varieties Small-scale irrigation technologies and multi-use water systems which may require small-scale irrigation Activities that may include use of improved pest management (including pesticides) and improved fertilizers
Output 2. Improved capacity of agriculture extension workers, service providers, farmers, health workers, caregivers, and health volunteers.	Enhancing farmer knowledge on various topics like high-yielding and high-nutrient crops, optimal fertilizer use, IPM, organic cultivation, composting, livestock production practices, conservation agriculture, nutrient management, etc.

Anticipated Impact Areas

Output	Activities
Output 3. Improved and sustainable agriculture production and post-harvest technologies and practices adopted at the farm level.	<p>Small-scale irrigation technologies</p> <p>Improved soil management techniques such as conservation tillage, composting</p> <p>Establishment of small-scale post-harvest storage facilities</p> <p>Small-scale infrastructure for fish farming or other animal husbandry activities</p>
Output 4. Improved market efficiency.	Investment on market collection centers
Output 7. Improved access to water and sanitation facilities.	<p>Construction of MUS and irrigation facilities</p> <p>Construction of latrines</p>

Activities focused on these areas require special considerations and actions to identify and mitigate potential adverse environmental impacts. These impacts are outlined in Table I below, and include habitat conversion, threats to critical habitats for endangered species, threats to human health, fertilizer use, potential pesticide use, soil erosion, and water pollution. This Environmental Mitigation and Monitoring Plan (EMMP) provides guidance on these potential impacts, appropriate mitigation measures, monitoring measures, and a reporting schedule for the responsible parties.

The activities under Outputs 5 and 6 are expected to be primarily education, training, technical assistance, and analyses related to agricultural policy and institutional strengthening. As such, the activities under these Components would qualify for a Categorical Exclusion per 22 CFR 216.2(c)(2)(i) and (iii).

III. ENVIRONMENTAL IMPACT MITIGATION AND MONITORING:

Due to their potential for adverse environmental impacts, activities outlined in the table above require special considerations and actions to identify and mitigate these potential impacts. Necessary steps are outlined in Table I below.

In order to incorporate these considerations throughout KISAN implementation, program partners, staff, and technical specialists will be oriented to the program's commitment to environmental impact mitigation and environmentally sustainable practices. Whenever possible, specialists will be encouraged to incorporate awareness-raising activities focused on environmental management and sustainable practices into assistance provided to beneficiaries.

The KISAN team will include EMMP compliance and reporting language into each sub-implementation instrument, and ensure that appropriate resources, staff, equipment, and reporting procedures are dedicated to this portion of the project. The team will ensure that sub-implementing partners have sufficient capacity to complete any environmental screening process and to implement mitigation and monitoring measures.

The following recommendations (see Table I) will be implemented to avoid, minimize, eliminate or compensate for environmental impacts. The grants program will support the outputs and will not fund any construction. These actions may be supplemented with guidance from the following resources:

- Environmental Guidelines for Small-Scale Activities in Africa (www.encapafrica.org/egssaa.htm)
- IFC Environmental, Health and Safety Guidelines
(http://www1.ifc.org/wps/wcm/connect/Topics_Ext_Content/IFC_External_Corporate_Site/IFC+Sustainability/Sustainability+Framework/Environmental,+Health,+and+Safety+Guidelines/)
- World Bank 1999 Pollution Prevention and Abatement Handbook
(http://www1.ifc.org/wps/wcm/connect/topics_ext_content/ifc_external_corporate_site/ifc+sustainability/publications/publications_handbook_ppah_wci_1319577543003)

Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
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Output 1. Farmers receive training on improved practices leading to increased agriculture production.

Output 2. Improved capacity of agriculture extension workers, service providers, farmers, health workers, caregivers, and health volunteers.

Output 3. Improved and sustainable agriculture production and post-harvest technologies and practices adopted at the farm level.

The activities under Outputs 1, 2, and 3 will focus primarily on technical capacity building and providing information on the latest best practices and methods for increased agricultural productivity. While sustainable agricultural methods strive for environmental protection and minimal environmental impact, some special considerations may be required to minimize the potential for adverse environmental impacts.

Note that no training on use or procurement of pesticides is approved under this EMMP. A Pesticide Evaluation Report and Safer Use Action Plan (PERSUAP) is required to be completed and approved by the USAID/Asia Bureau Environmental Officer prior to any activities related to the use or procurement of pesticides.

Field preparation	Risks of reducing soil fertility Increased run-off due to soil erosion, leading to increased turbidity and nutrient loading in waterway	Protect stream and river buffer areas that mitigate run-off Introduction of and training on leguminous cover plants (LCPs) and other cover crops Training and encouragement of organic fertilizer and soil fertility practices Promote conservation agriculture	Site selection process completed properly Visual site inspection to confirm run-off controls are in place; examine for signs of excessive run-off, particularly into waterways
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Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
Planting	Potential adverse impact of introduction of non-native (orange sweet potatoes) and/or invasive species	<p>Consult with biological and agriculture experts for guidance in selecting species adaptable to local conditions</p> <p>Select appropriate species, based on intended use and location</p> <p>Include training of nursery operators on environmental concerns and sustainable management practices</p>	Proof/documentation of appropriate species selection
Irrigation/water resource extraction	Irrigation depletes local water supply	<p>Water sources selected based on capacity, and sustainably utilized</p> <p>Water engineer consulted, if necessary</p> <p>Promote MIT-like drip irrigation for off-season vegetables</p> <p>Provided training in conservation agriculture</p> <p>Encourage communities to manager their watershed</p>	<p>Visual inspection of water supply to ensure continued water availability</p> <p>Community reporting of continued availability of water</p>

Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
Livelihood activities related to increased agricultural production	<p>Increased nutrient loads in waterways from fertilizers, increased run-off due to cleared land</p> <p>Damaged/degraded vegetation from land clearing</p> <p>Use of heavy machinery can lead to acceleration of fertile top soil erosion and loss of residual moisture, etc.</p>	<p>Follow proper application guidelines for fertilizer</p> <p>Protect stream and river buffer areas that mitigate run-off</p> <p>Practice sustainable land clearing and crop rotation</p> <p>Encourage legume crops to enhance soil fertility</p> <p>Promote conservation agriculture practices</p> <p>Discourage traditional crop residue burning practices</p> <p>Promote mulching to preserve soil moisture, insect control, etc.</p>	<p>Due diligence and training complete</p> <p>Management plan that addresses potential impacts complete</p>
Training of extension agents, service providers, etc.	<p>Fertilizer and pesticide use results in harm to human health, safety, and the environment</p>	<p>Awareness raising activities includes guidelines for proper application of fertilizer including adverse effects caused by chemical pesticides, improper use of chemical fertilizer, etc.</p>	<p>Field visit reports</p> <p>For pesticides, other monitoring as required by PERSUAP (should one be completed)</p>

Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
		<p>Encourage Integrated Pest Management (IMP) and bio-pesticides as an alternative to pesticide use.</p> <p>Other measures as defined by PERSUAP (should one be completed)</p> <p>Improve supply and availability of organic pesticides/IPM materials through Agro vets and input dealers</p>	
Construction/renovation of physical facilities			
<p>Possible construction activities that KISAN will facilitate, but not build include, but are not limited to:</p> <ul style="list-style-type: none"> Structures related to fish farming and/or other animal husbandry activities Small-scale irrigation schemes, 	<p>Siting of new physical facilities/structures disruptive of communities needs/activities</p> <p>Destruction of vegetation and wildlife habitat on and around construction site</p> <p>Soil erosion may be possible as the soil excavation may be removed/run-off during monsoon rain and strong wind</p>	<p>Encourage joint participate of experts and community members in selecting sites for action</p> <p>Sites should be selected with as little existing vegetation and as little overlap with local wildlife habitat as possible</p> <p>Any trees that are damaged or destroyed inadvertently during construction in and around the project site should be replaced using native species</p>	<p>Community approval of technical plans</p> <p>Periodic community consultation</p> <p>Communities trained in:</p> <p>Site selection process completed properly</p> <p>Visual inspection of vegetation and site surroundings to ensure damage is negligible</p> <p>Technical approval (if necessary) by local flora/fauna expert</p>

Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
<p>MUS, drip irrigation, plastic ponds, water storage tanks, etc.</p> <ul style="list-style-type: none"> • Latrines • Collection centers <p>The guiding principles for minimizing and mitigating potential environmental impacts can be applied across each of these small-scale sub-activities. More significant construction activities will require additional detailed analysis prior to initiation of work.</p>	<p>Sanitation risk from construction/demolition could include dust and debris, demolition waste, such as lead paint and other toxic materials can contaminate soil, groundwater, waterways</p> <p>Contamination of waterways/sources and/or soil from run-off due to leaking fuel or lubricants from construction equipment</p> <p>Increased turbidity of run-off water due to soil erosion</p> <p>Construction waste and rubble create safety hazard and/or damage aesthetics</p>	<p>If the area is habitat for any rare or endangered species, a trained expert in local flora/fauna should be consulted</p> <p>Selection of site at proper places minimizing the chances of landslide and soil erosion</p> <p>Prior to demolition, determine whether toxins are present</p> <p>Maintain safeguards to contain toxins and dispose of properly</p> <p>Ensure construction crews wear protective gear</p> <p>Machinery and equipment maintained in good working condition and will be regularly inspected for leaks</p> <p>Any maintenance of equipment or machinery onsite will only occur over non-permeable areas with adequate containment measures to capture spills</p> <p>Fuel/oil storage will be provided with adequate containment measures to</p>	<p>Site analysis complete to determine presence of toxins</p> <p>Periodic site visits to ensure workers are properly protected and materials contained</p> <p>Visual inspection of equipment to ensure proper working condition; ensure adequate containment measures are in place</p> <p>Water quality tests for contamination (if necessary)</p> <p>Visual site inspection to confirm run-off controls are in place; examine for signs of excessive run-off particularly into waterways/storm drains</p> <p>Visual site inspection to ensure site is clear</p>

Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
		<p>capture spills, excess will be disposed of properly</p> <p>Construction site will be graded as necessary such that water is not allowed to run off into adjacent drainages</p> <p>Where excavated soils are stored onsite, adequate measures will be implemented to control run-off, including covering exposed soils or erection of physical barriers</p> <p>Remove all solid waste and rubble; dispose of in proper location</p>	

Output 4. Improved Market Efficiency

The activities under Output 4 are focused on creating value chain and market linkages. Most of the activities under this Output are focused on relationship building and networking between producers, marketing groups, collection centers, wholesalers, and other levels of a given value chain. These activities themselves have no inherent risk of environmental impact. However, training related to product processing to create value-added materials and any small-scale construction work of collection centers, etc. would need special considerations to minimize the potential for adverse environmental impacts.

Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
<p>Improper disposal of any by-products of commodity processing/value added (such as effluent from oil processing, other by-products)</p> <p>Establishment of collection centers</p>	<p>Effluent can contaminate soil and waterways due to high nutrient concentrations and biological oxygen demand</p> <p>Greater traffic, aggregation of people</p> <p>Waste disposal problems from left over or spoiled vegetables</p> <p>Increased mold, insects with greater aggregation of vegetables</p>	<p>Provide guidelines for proper disposal of by-products, and include guidelines in processing training</p> <p>Training on site selection for mills, distillation units, other processing facilities, including impact of by-product disposal on water and soils</p> <p>Mandate collection centers to establish toilets</p> <p>Promote youth to establish compost business or feed business near the collection center to dispose of water</p> <p>Train Marketing Planning Committees (MPCs) on proper cleaning of collection centers</p>	<p>Technical monitoring site visits</p> <p>Training reports</p>
Small scale construction	Any small scale construction activities will follow the mitigation and monitoring guidelines listed in the section above		

Output 5. Increased capacity of GON and Nepali organizations for agriculture-related technology identification and dissemination

Table 1: Environmental Mitigation and Monitoring Procedures

Activities	Potential Environmental Impact(s)	Mitigation Measure(s)	Monitoring Indicator(s)
<p><i>The activities under Output 5 will focus primarily on, organizational development and strengthening. The activities in this component are not expected to have potential for adverse environmental impacts.</i></p>			
<p>Output 6. Improved knowledge and behavior on agricultural, nutrition, hygiene and sanitation practices</p> <p><i>The activities under Output 6 will focus primarily on awareness raising and capacity building. The activities in this component are not expected to have potential for adverse environmental impacts.</i></p>			
<p>Output 7. Improved access to water and sanitation facilities</p> <p><i>Output 7 focuses on improving access to funding, partnerships and training required to install and maintain new water systems. Key considerations include both impacts from small-scale construction and also sustainable management and use of water resources.</i></p> <p><i>KISAN will follow the WHO's guidelines for environmental sanitation and safe water found at www.who.int/water_sanitation_health.</i></p>			
Irrigation/water resource extraction	Irrigation depletes local water supply	Water sources selected based on capacity, and sustainably utilized Water engineer consulted, if necessary	Visual inspection of water supply to ensure continued water availability Community reporting of continued availability of water
Small scale construction	Any small scale construction will follow the mitigation and monitoring guidelines listed in the section above		

¹ USAID will not fund any construction under this project. We will facilitate local communities to establish water systems, collection centers etc., and will impart sound environmental practices to them through trainings.

IV. MONITORING AND REPORT TO USAID:

Roles and Responsibilities. The KISAN team proposes an Agriculture Expert to be responsible for ensuring USAID environmental compliance requirements are met. He will also work closely with project staff, partners, and grantees to ensure that these environmental compliance considerations are incorporated into their project activities, and to provide training when necessary on environmental impact awareness and planning. He will be assisted by IPM Expert and Capacity Building and Training Manager in implementing activities related to *EMMP*.

Roles and responsibilities of the key project personnel for the environmental management and compliance of the project are summarized in Table 2 below.

Table 2: Roles and Responsibilities

Person(s) responsible	Schedule	Tasks
KISAN Agricultural Specialist,	Periodic site visits; include compliance summary in quarterly reports	Implement the mitigation actions as described in the EMMP
M&E Specialist, District Coordinators	Ongoing oversight in the districts	Ensure staff follow and report on the EMMP
USAID COR	Periodic site visits	Oversee project activities and monitor IEE and EMMP compliance

Reporting. The approved EMMP shall be integrated into KISAN annual work plans, allowing for any necessary adjustments to activity implementation in order to minimize or avoid adverse impacts to the environment.

The KISAN team shall report the status of environmental compliance issues and the implementation of required mitigation and monitoring measures, including a review of progress, regularly during construction and as part of quarterly and annual reports to help determine if environmental mitigation and monitoring procedures are fully in place.

The USAID/Nepal Mission Environmental Officer (MEO) and the KISAN COR shall make regular spot-check site visits to consult with program implementers; determine if associated mitigation and monitoring measures are being implemented; identify unforeseen impacts; and recommend adjustments in environmental mitigation and monitoring, as needed.

V. LIMITATIONS OF THIS EMMP

This EMMP does not provide conditions to allow for:

- The procurement or use (including training in the use) of pesticides. If pesticides will be ordered or used, a Pesticide Evaluation Report and Safe Use Action Plan (PERSUAP) shall be required.
- Assistance, procurement, or use of genetically modified organisms (GMOs). Such activities would require preparation of a biosafety assessment in accordance with ADS 201.2.12.2(b) in an amendment to the IEE approved by Asia BEO.
- GDA programs.
- Procurement or use of Asbestos Containing Materials (ACM) (i.e. piping, roofing, etc.), Polychlorinated Biphenyls (PCB) or other toxic/hazardous materials prohibited by US EPA and/or other international environmental agreements and conventions, e.g. Stockholm Convention on Persistent Organic Pollutants.